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 Wisconsin Technical College System
 Wisconsin Women's Business Initiative Corp.



P.O. Box 259681
 Madison, WI 53725-9681

The Money Conference

3rd Annual Madison
 Personal Finance Conference

- Don't miss this opportunity to attend a one-day, low-cost conference on personal finance.
- Free parking, continental breakfast and lunch
 - The whole family is invited
 - Learn what you can do NOW if you have bad credit
 - Free copy of your credit report
 - Meet nationally known authors and speakers
 - Learn how to build wealth from experts
 - Lots of door prizes

3rd Annual Madison
 Personal Finance Conference
 for Adults and Youth

The Money Conference



Joshua and Christopher
 Ballard, young entrepreneurs.

Talleres En
 Español!

Saturday August 16, 2003
 Alliant Energy Center
 Madison, Wisconsin
 8:00 a.m.-3:30 p.m.



Guest Speakers



Joshua & Christopher Ballard
13 & 15 Year Old Entrepreneurs,
Orange County, CA



Al Toon
Businessman,
Former Badger & NFL Star
Madison, WI



ReDonna Rodgers
Center for Teaching Entrepreneurship,
Milwaukee, WI



Juan Jose Lopez
Executive Director,
Boys & Girls Club of Dane County, Inc.
Madison, WI



Liz Porrazzo
American Express Financial Advisors
Madison, WI



Michael Gutter, Ph.D.
University of Wisconsin
Madison, WI

Mike Behan, *Holmen High School,
Award Winning Economics Teacher*

Mary Ann Davis, *NAIC South Central WI Chapter*

Richard Entenmann, *Asset Builders of America, Inc.*

Mike Dubis, *FPA*

Jenell Hackley, *WWBIC*

Kim Kindschi, *WBA*

Farshad Maltes, *WHEDA*

Tracy Martin, *Washington High School*

Chuck Ritter, *CCCS*

Wayne Strong, *Madison*

Conference Schedule of Events

**7:45 a.m. Registration, Exhibit Booths Open,
Continental Breakfast**

8:30 a.m. Welcome and Special Door Prize

Richard Entenmann, *Asset Builders of America, Inc.*
Dave Mancl, *Director, Office of Financial Education (WI DFI)*

8:45 a.m. Morning General Session

Al Toon, *Businessman, Former Badger & NFL Star, Madison, WI*

9:30 a.m. Concurrent Sessions

Adults - Home Ownership - Does it Make Sense for You?

Adults - Rent Smart - Your Rights and Responsibilities

Adults - Employee Benefits - They Can Be 30% or More of Your Pay

Adults - DIPs and DRIPS - Low-Cost Investment Strategies

En Español - Lo Basico de un Presupuesto

Youth 6-9 - Entrepreneurship for Kids

Youth 10-13 - The Economy and You

Youth 14-18 - Future Millionaires and Junior Entrepreneurs—
101 Business Ideas for Youth Starting on a Shoestring

10:30 a.m. Break and Visit Exhibit Booths

10:45 a.m. Concurrent Sessions

Adults - Build Your Net Worth with Planned Spending Strategies -
A Roadmap to Financial Success

Adults - Credit Basics and How to Improve Your Credit NOW

Adults - Investing 101 - Basic Concepts and Ways to Get Started

Adults - How to Start an Investment Club

En Español - Su Credito y Domicilio

Youth 6-9 - Entrepreneurship for Kids

Youth 10-13 - Future Millionaires and Junior Entrepreneurs—
101 Business Ideas for Youth Starting on a Shoestring

Youth 14-18 - The Economy and You

12:00 p.m. Awards Luncheon - Door Prizes and Awards

12:45 p.m. Afternoon General Session:

Joshua & Christopher Ballard,
Ballard International, Orange County, California

ReDonna Rogers, Center for Teaching Entrepreneurship

1:30 p.m. Concurrent Sessions

Adults - How to Read a Credit Report and
Why You Need to Know How

Adults - Getting in the Financial Game - You Can't
Win If You're on the Sidelines

Adults - Investing 102 - How to Protect Your
Wealth and Resources

Adults - Roundtable Q&A - Ask the Experts

En Español - Su Credito y Domicilio (parte 2)

Youth 6-9 - Junior Achievement
Entrepreneurship for Kids

Youth 10-15 - You Are the System

Youth 16-18 - Making it to the Next Level:
Planning for College (parents invited)

**2:30 p.m. Intelligent Arts Showcase™ and Awards
presented by Kuumba Productions**

3:30 p.m. Special Door Prize Award and Adjournment

Registration Form

Please enclose a check or money order payable to: Asset Builders
of America, Inc. - The Money Conference and mail by August 2nd to:
The Money Conference, P.O. Box 259681, Madison, WI 53725-9681

Name _____ Youth _____ Adult _____

Name _____ Youth _____ Adult _____

Name _____ Youth _____ Adult _____

Address _____

Organization _____

City, State and Zip _____

Phone _____ Email _____

Registration Fees: \$10 for adults, \$5 for youth over age 6.

Total Enclosed: \$ _____

Participant Information & Special Services

Out-of town guests may wish to contact the Clarion Suites at
608-284-1234 to arrange accommodations.

Parking is FREE!

FREE Continental Breakfast and Lunch

Lots of Door Prizes

Sign language interpreter for the hearing-impaired will be made available
upon request, if received by Asset Builders of America, Inc. by July 25, 2003.

FREE Credit Report for all Adults. The first 50 adults to arrive will also
receive a coupon for a FREE credit counseling session.

For sponsor and exhibitor information contact Asset Builders of America,
Inc. at 608-663-6332.

Tu y su dinero Las sesiones de finanzas básicas para adultos en Español,
serán ofrecidas a partir de las 9:30 a.m. El desayuno y el almuerzo
estaran incluidos en el precio de la entrada.

Persons who would like to participate in the **Intelligent Arts Showcase**—
a finance-themed performance arts extravaganza—should call Kuumba
Productions at 608-226-9211.

For Additional Information

Call Teresa Walker at the WI Department of Financial Institutions.
Phone (608) 267-1713 or visit **www.wdfi.org**

Go to the Asset Builders website: **www.assetbuilders.org**

Contact Asset Builders: Phone (608) 663-6332; Fax (608) 441-6902.

Return mailing address: P.O. Box 259681, Madison, WI 53725-9681